

Rep Order# 8877242 Ver# 3 Status Revised
EC'd Yes

Traffic Order# 37500

Printed: 10/04/2012 1:30 PM
Last Received: 10/04/2012 12:56 PM
Showing Buylines: All Lines

1 of 3

Station KLAS-TV LAS VEGAS
Advertiser () PATRIOT MAJORITY
Product Issue
Estimate# 1966
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1966
Flight Dates 10/04/2012 - 10/12/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

-- CONTRACT COMMENT --

*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---

THIS IS A REVISION, DO NOT DOUBLE BOOK
TOTAL - \$73,400
PLEASE CONFIRM
THANKS, MIKE!

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	600A-630A	8 NEWS NOW SUNDAY MORNING- #1	:30	\$700.00	10/07-10/07	1	1	1	\$700.00	
	2	TH-F	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/04-10/05	2	1	2	\$2,000.00	
	3	TH-F	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/04-10/05	1	1	1	\$1,100.00	
	4	TH-F	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/04-10/05	1	1	1	\$1,200.00	
	5	SU	500P-700P	8 NEWS NOW @ 4P (AFTER NFL)	:30	\$3,000.00	10/07-10/07	1	1	1	\$3,000.00	
	6	SA	530P-600P	POLITICS NOW	:30	\$1,000.00	10/06-10/06	1	1	1	\$1,000.00	
	7	TH-F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/04-10/05	2	1	2	\$3,400.00	
	8	TH-F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/04-10/05	1	1	1	\$1,600.00	
	11	W	800P-900P	SURVIVOR	:30	\$16,000.00	10/10-10/10	1	1	1	\$16,000.00	

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	12	SA-SU	1100P-1135P	8 NEWS NOW AT 11PM-WKND	:30	\$1,100.00	10/06-10/07	2	1	2	\$2,200.00	
	13	TH-F	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/04-10/05	1	1	1	\$450.00	
	*14	TH-F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/04-10/05	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	15	TH-F	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/04-10/05	1	1	1	\$2,500.00	
	16	M-F	700A-900A	CBS THIS MORNING	:30	\$1,000.00	10/08-10/12	5	1	5	\$5,000.00	
	17	M-F	900A-1000A	LIVE! WITH KELLY	:30	\$1,100.00	10/08-10/12	4	1	4	\$4,400.00	
	18	M-F	1200P-1230P	8 NEWS NOW AT NOON	:30	\$1,200.00	10/08-10/12	3	1	3	\$3,600.00	
	19	M-F	500P-630P	8 NEWS NOW ROTATION	:30	\$1,700.00	10/08-10/12	5	1	5	\$8,500.00	
	20	M-F	400P-500P	8 NEWS NOW AT 4PM & 430PM	:30	\$1,600.00	10/08-10/12	2	1	2	\$3,200.00	
	21	M-F	1237A-137A	LATE LATE SHOW	:30	\$450.00	10/08-10/12	5	1	5	\$2,250.00	
	*22	M-F	1135P-1237A	LATE SHOW W/LETTERMAN	:30	\$950.00	10/08-10/12	0	0	0	\$0.00	
		Sales Remark: V3 . V3 Comment Changed, Spots/week Changed										
	23	M-F	1100P-1135P	8 NEWS NOW AT 11PM	:30	\$2,500.00	10/08-10/12	3	1	3	\$7,500.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	*24	SU	800A-830A NEWS		:30	\$1,900.00	10/07-10/07	2	1	2	\$3,800.00	
Sales Remark: V3 .												
V3 Added												

---REPORT TOTALS---

Report Totals: 44 / \$73,400.00

---SALES MONTHLY TOTALS---

Oct 12: 44 / \$73,400.00

Sales Totals: 44 / \$73,400.00

Station Totals: 44 / \$73,400.00

Lines not sent/rclcd/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$244,667	CABL	0%	KLAS	30%	KSNV	40%	KTNV	25%	KTUD	0%
		KVCW	0%	KVMY	0%	KVVU	5%	UNKN	0%		

Books FEB11

Demos RA35+